

Subject; Tour of Hudson River Fruit, and Our Farms in Pleasant Valley & Milton by Representative from Russia, India, England, Brazil, South East Asia

On July 17, Hudson River Fruit hosted a tour on the farms in Pleasant Valley & Milton, and our packing house, with representatives from England, Russia, Brazil, South East Asia, and India who purchase fresh apples from New York for their countries. The representatives work for the US Apple Export Council (USAEC) in their markets - they work to promote New York apples in Europe, Southeast Asia, India, Brazil and Russia. The representatives work to educate importers, wholesalers and retailers in their countries about apples grown in New York and the other 10 states that belong to the US Apple Export Council.

The USAEC receives funding from the US Department of Agriculture to conduct these efforts. The federal funds are matched by grower funds administered by the New York Apple Association - and by expenditures by the shippers themselves. Every federal dollar received by the USAEC is matched by nearly \$2.50 of industry funds. The USAEC has received funds to try and expand exports for USAEC states - and we have been looking at finding new markets for New York Apples - and have hired these representatives to help us match up with importers, wholesalers and retailers in their markets. The tour was in connection with a USA Apple Association from Washington to Virginia, and ended here in the Hudson Valley. The tour was extended to the WG Minard, and the AJ Dembroski packing houses to show the ability of the Hudson Valley to pack container orders to satisfy these customers, and they were very surprised how the Hudson Valley was so abundant with a variety of apples, and the beautiful scenery of the Valley.

Pat Ferrara
Hudson River Fruit Dist.